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A REPORT TO  
The Secretary of Agriculture  
ORVILLE L. FREEMAN

BY THE 4-H CLUBS OF THE U.S.A.

1966



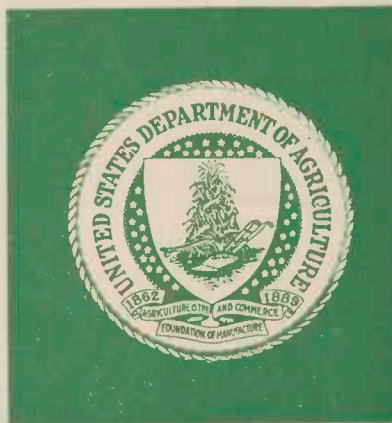
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# MODERN DIMENSIONS

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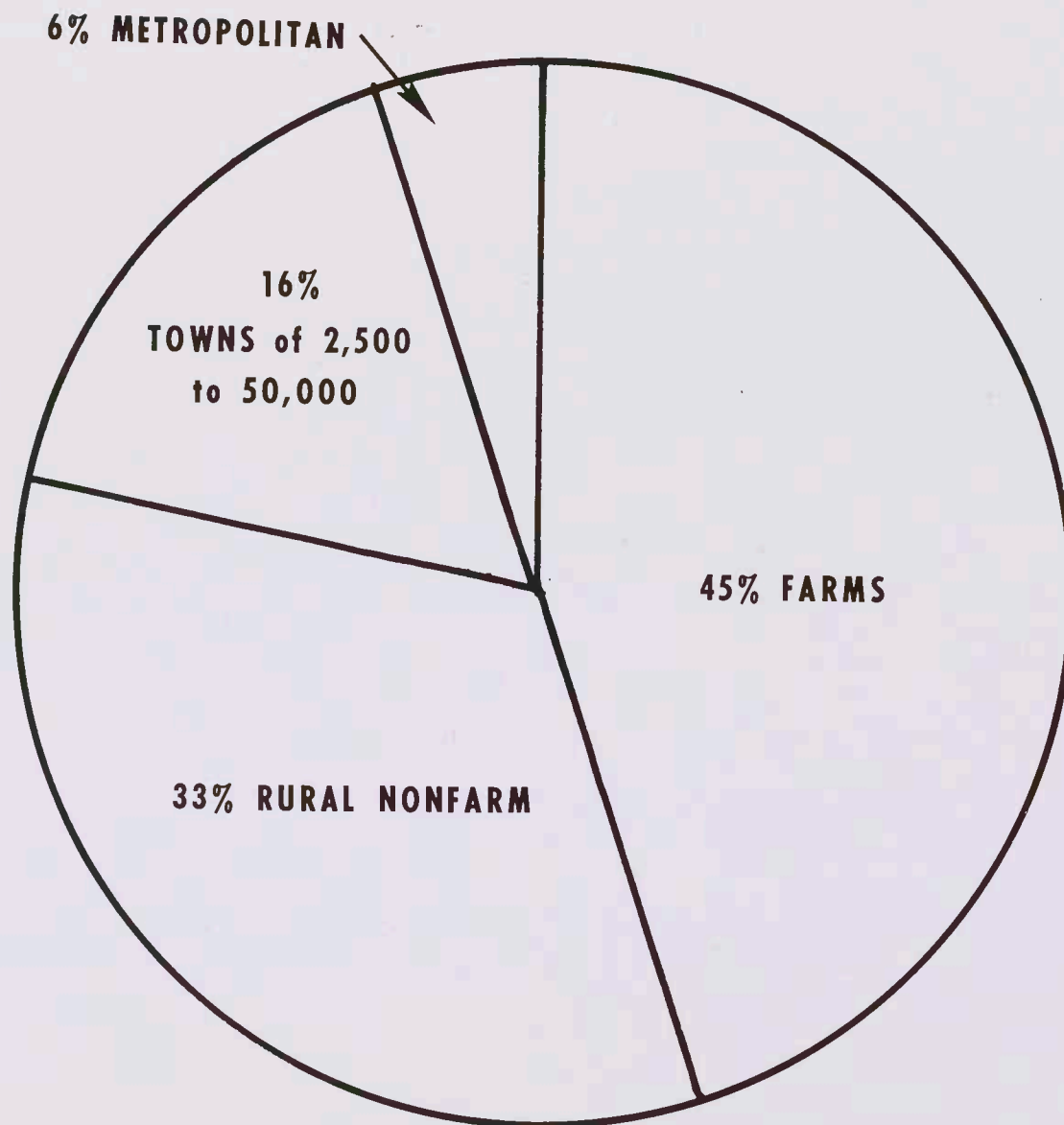
4-H is the youth education program of the Cooperative Extension Service. It is conducted jointly by the U.S. Department of Agriculture, the State Land-Grant Universities, and County governments. Two non-government organizations teamed with Extension to advance 4-H work are the National 4-H Service Committee and the National 4-H Club Foundation.

#### 4 - H MEMBERS IN EVERY STATE

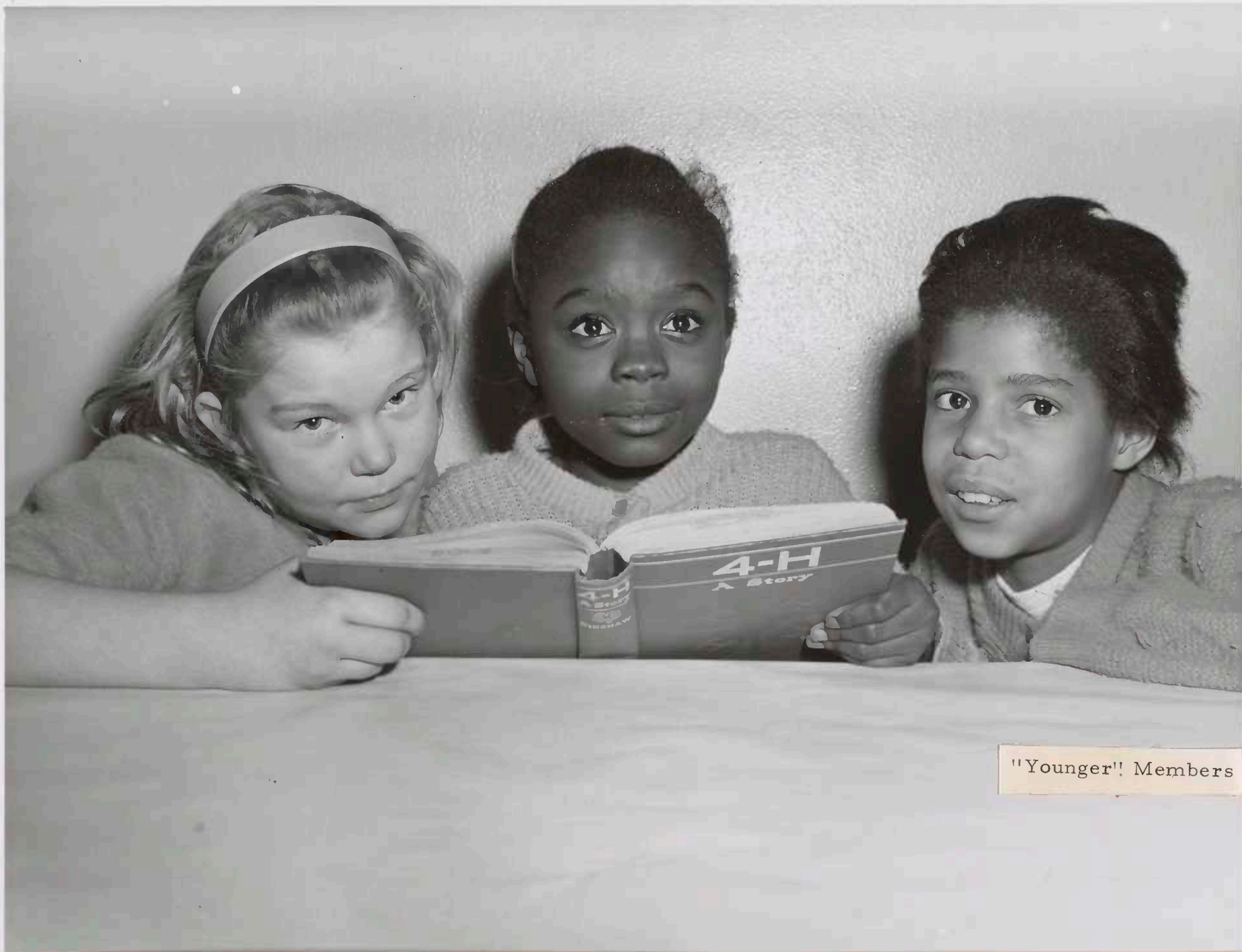
State	No. of Members	State	No. of Members
Alabama	113,528	Nebraska	32,788
Alaska	1,541	Nevada	3,405
Arizona	7,799	New Hampshire	8,943
Arkansas	26,065	New Jersey	15,529
California	38,797	New Mexico	8,713
Colorado	24,150	New York	83,864
Connecticut	9,368	North Carolina	50,780
Delaware	2,369	North Dakota	18,775
Florida	24,991	Ohio	91,765
Georgia	158,556	Oklahoma	56,606
Hawaii	6,031	Oregon	35,337
Idaho	18,063	Pennsylvania	45,230
Illinois	73,056	Puerto Rico	32,631
Indiana	94,240	Rhode Island	2,776
Iowa	55,524	South Carolina	65,107
Kansas	32,937	South Dakota	19,471
Kentucky	80,011	Tennessee	117,561
Louisiana	96,319	Texas	83,137
Maine	6,419	Utah	17,737
Maryland	15,763	Vermont	6,899
Massachusetts	13,551	Virginia	65,825
Michigan	86,481	Washington	20,022
Minnesota	54,401	West Virginia	33,975
Mississippi	106,753	Wisconsin	61,993
Missouri	36,245	Wyoming	9,105
Montana	14,213		
Total - - - 2,185,145 boys and girls			

209030

## WHERE 4-H MEMBERS LIVE







"Younger"! Members

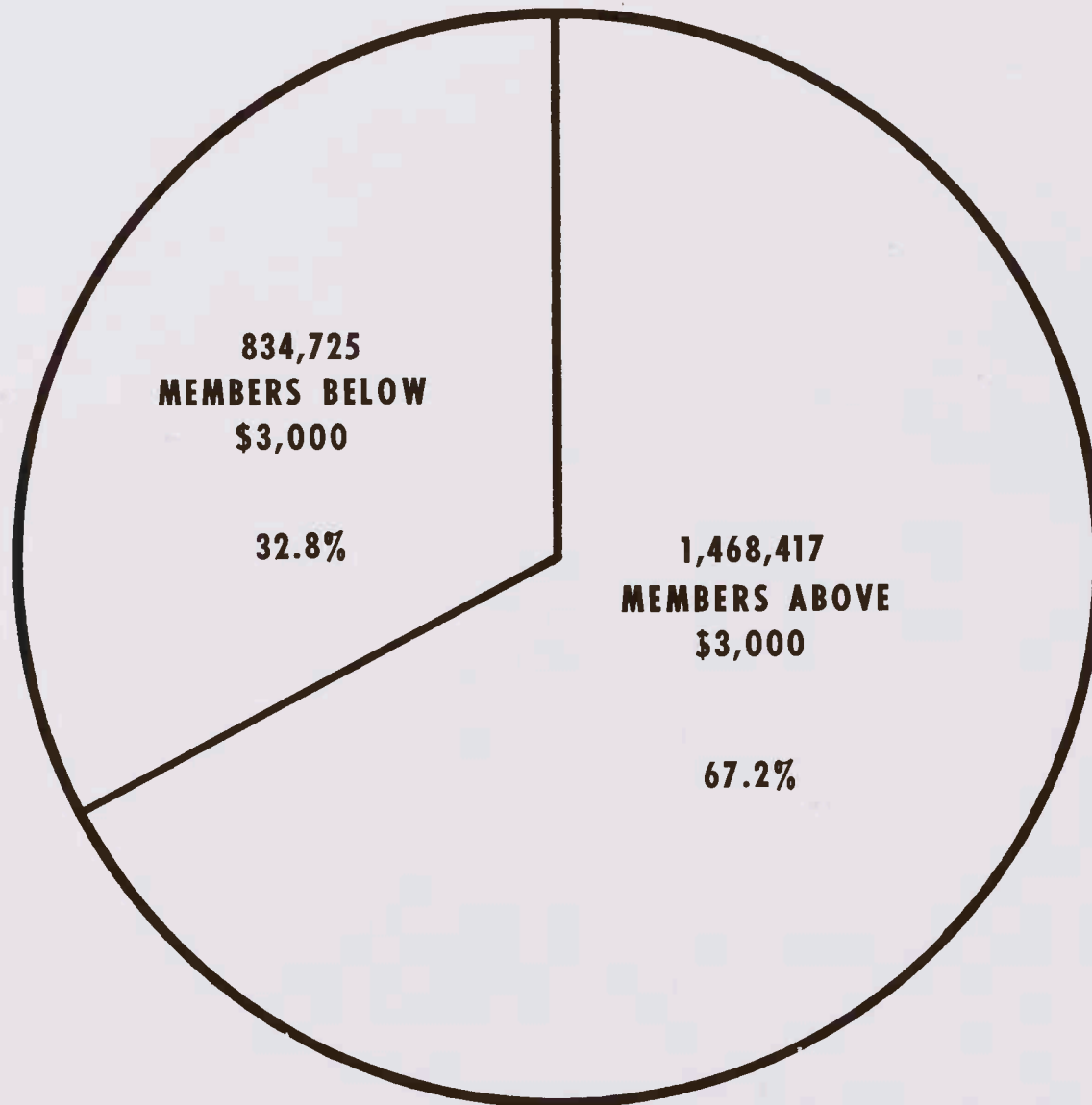
4-H is people--young people, curious and dedicated to service. Youth from 9 through 19 participate in 4-H in organized clubs, in special interest groups, and in planned programs through mass media.



"Older" Members



**ONE OUT OF THREE 4-H MEMBERS  
IS FROM A FAMILY WITH BELOW \$3,000 INCOME**

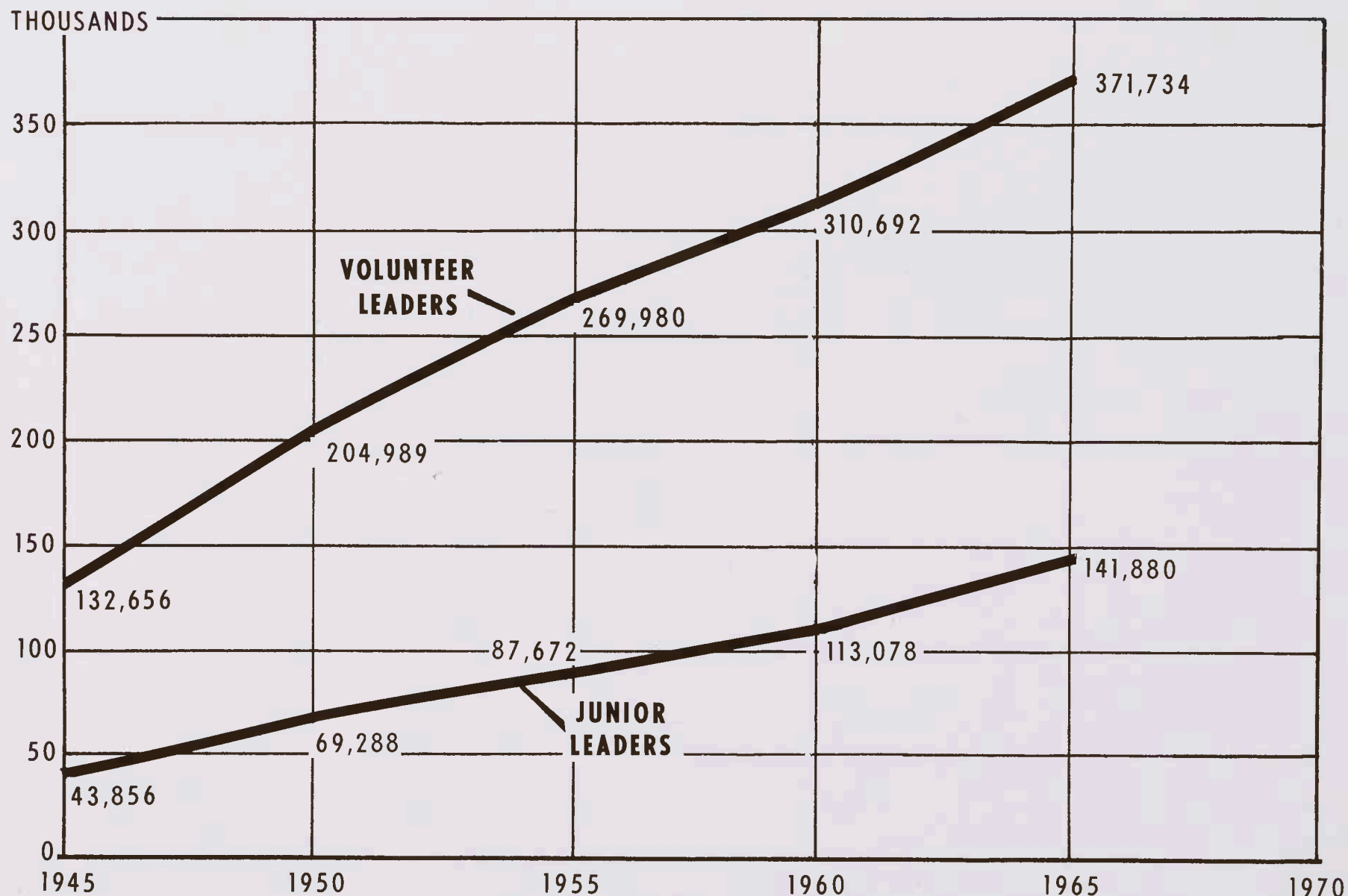


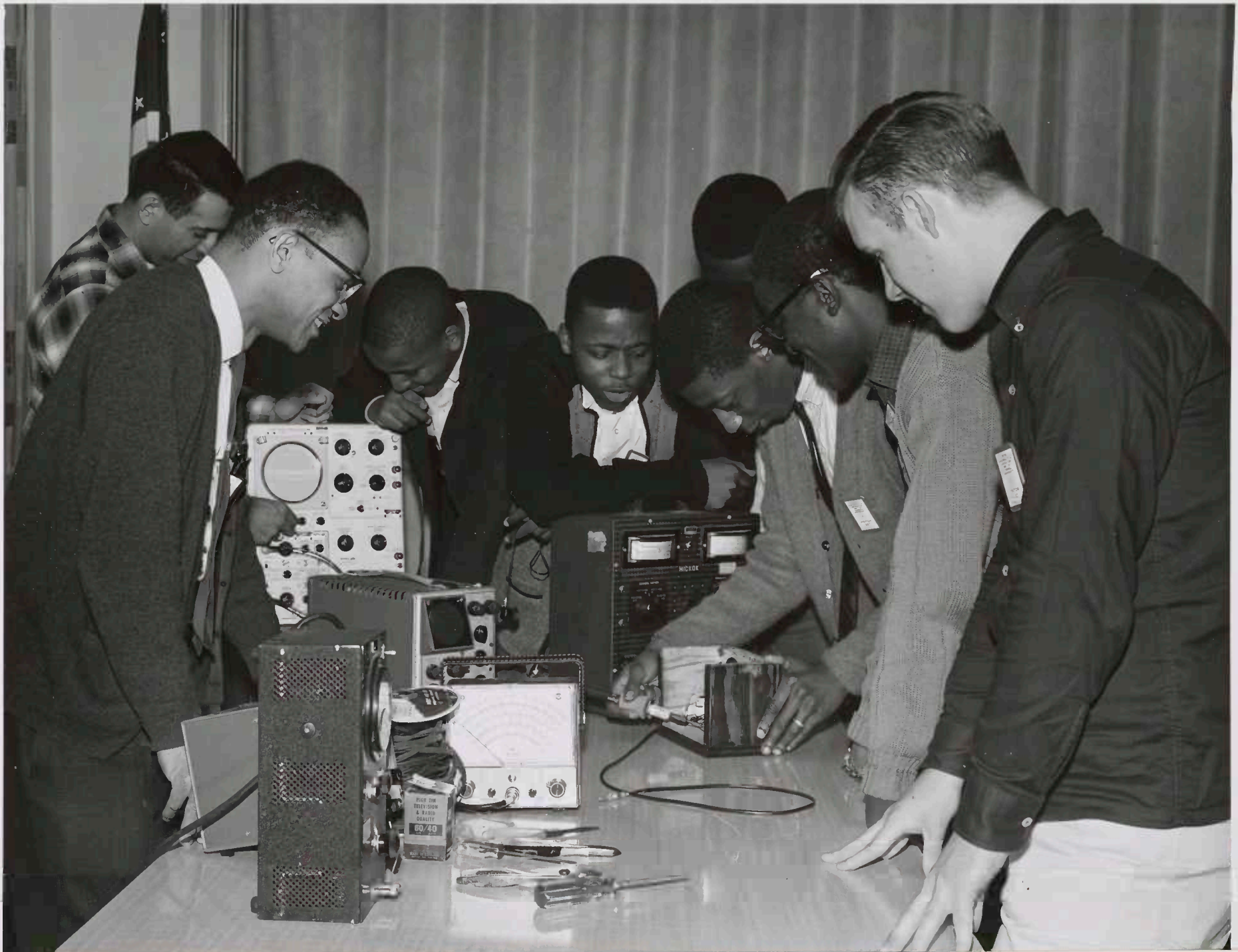


A professional chef as leader of a "4-H Chefs Club" -- what could be more ideal? New and exciting experiences for all; for some, maybe a career interest and job future.



# GROWTH IN NUMBER OF 4-H VOLUNTEER LEADERS 1945-65





Half a million adults counsel, teach, and set examples for 4-H members. For each professional Extension worker, 124 public-spirited men and women serve as 4-H volunteer leaders.





The future depends on youth learning leadership today. 4-H affords an opportunity for teenagers to assume significant roles as junior leaders teaching younger members and working in the community.



The First Lady leads special ceremonies that highlight the sustained interest in conservation and natural beauty of our land. 4-H'ers like these throughout America plan and plant for beauty as a community service.



Teen Fitness Through  
Food and Nutrition Sense



ANIMAL SCIENCE  
LEADERS GUIDE



enjoy the world of  
PLANT  
SCIENCE



Science for health



4H GEOLOGY PROJECT  
By FRED BROCKMAN  
4H 1093

4-H FOODS  
AND NUTRITION  
ADDITIONAL INTEREST OUTLINE

ADVENTURES IN  
FOOD SCIENCE



4H Dairy  
SCIENCE

Life!



in the  
Soil

SCIENCE OF  
PLANTS  
AND SOILS



THE WORLD  
OF INSECTS

YOUR 4-H CLIMATOLOGY PROJECT

Our Weather and We - Part I

UNIT I

4H SM  
PR



SMALL ENGINE  
POWER FOR  
AND HOME

50th  
ANNIVERSARY

horse



4-H HOR

Cloverleaf

VETERINARY  
SCIENCE

50th ANNIVERSARY

4-H TV  
Science Month



Science

ENGINEER  
ELECTRIC

SMALL ENGINE  
POWER FOR  
AND HOME

50th  
ANNIVERSARY

4-H HOR

Cloverleaf

VETERINARY  
SCIENCE

50th ANNIVERSARY



PHOTOGRAPHY

50th  
ANNIVERSARY

EGG TO CHICK

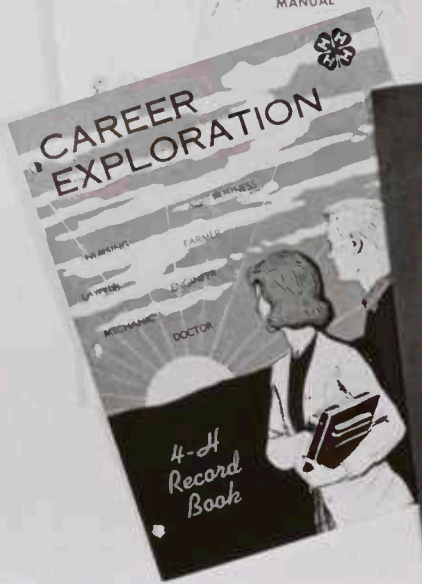
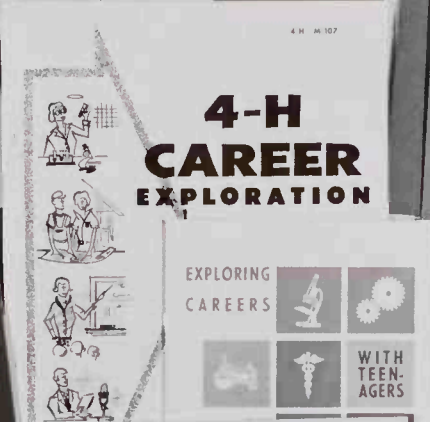
OF PRODUCTION AND EMERGENCY DEVELOPMENT

50th  
ANNIVERSARY



Including more "science why" information gives added depth to 4-H agricultural and home economics projects. As members understand principles involved, they can adapt their knowledge to new situations.







The 4-H program is career-oriented through all project areas. Older members have a chance to explore the world of work, educational requirements, and career opportunities.



Be a Smart Operator

More Fun  
More Funds

CLOTHES  
MONEY  
AND  
YOU

A RESOURCE UNIT IN 14 PARTS  
FOR TEEN AGE BOYS AND GIRLS

MY MONEY WORLD

A SEASON'S  
CLOTHES  
PLANNING  
and BUYING

The MONEY WORLD  
as Seen By A Pre-Teen

4-H FOODS  
SPECIAL INTEREST  
OUTLINE  
FOOD  
BUYING

Young Man—  
"dress right/  
look right"

4-H Intermediate  
Clothing Project Manual

Mix and

The MONEY WORLD  
as Seen By A Young Modern

Tilly Teen Talks  
about shopping

COOPERATIVE  
EXTENSION

LIGHTING

4-H  
Members' Guide  
UNIT VI

4-H Management  
Let's Learn to Share  
AUTO COSTS AND CARE

4-H  
Members' Guide  
UNIT IX

4-H Management  
YOU—THE CONSUMER

4-H Management  
YOU and your BANK

4-H Management  
Should I Use  
CASH or CREDIT?

Agricultural Extension  
Service  
University of Tennessee  
Knoxville

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_

Agricultural Extension  
Service  
University of Tennessee  
Knoxville

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_



Teenagers, figures show, spent 12 billion dollars last year. Training in decisions about money management and buymanship have become an important part of 4-H project work and special conferences.



**BIRDS**  
A 4-H Conser

Tree Identification Manual for 4-H Members

**OUR NATURAL RESOURCES**  
A 4-H LEADER'S GUIDE

**forestry manual**  
Cooperative Extension Service  
Colorado State University  
Fort Collins

keep colorado colorful

For National

**WILDLIFE MAN**

**SENIOR CONSERVATION**  
4-K WILDLIFE

**soil and water CONSERVATION**

PROJECT

make this your 1966 County Program in 4-H C

**Wildlife Instructor's Guide**

**"BASIC" Conservation Program**  
LEADERS' GUIDE

MICHIGAN STATE UNIVERSITY  
Cooperative Extension Service • East Lansing

**COLORADO 4-H RANGE MANAGEMENT GUIDE**  
COLORADO STATE UNIVERSITY  
EXTENSION SERVICE  
FORT COLLINS

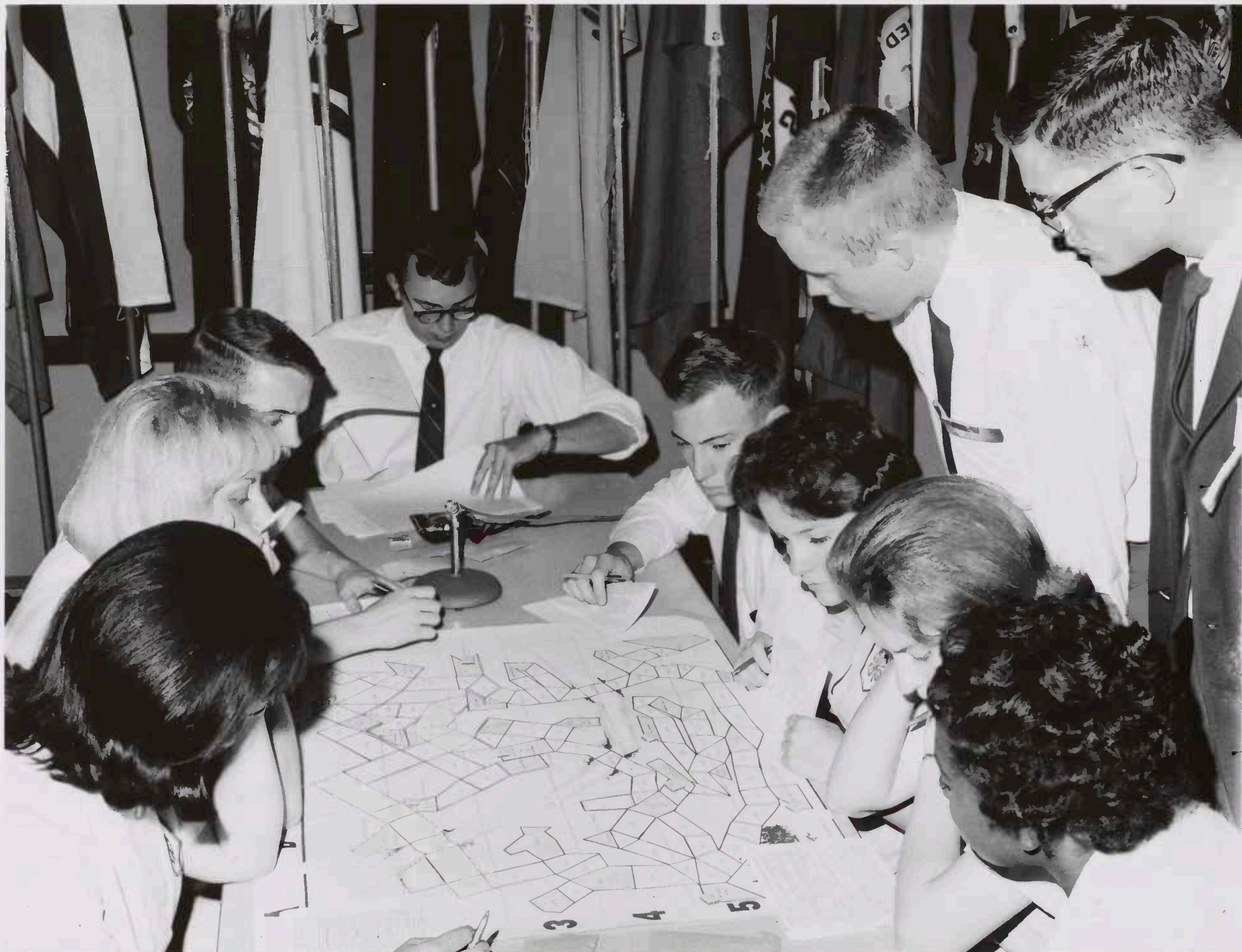
**TEAM UP WITH 4-H CONSERVATION**  
HELP KEEP AMERICA BEAUTIFUL





4-H provides a living laboratory for learning conservation and natural beauty by "living it and doing it." A wide range of projects and activities offer the learning experiences.





Through educational games ("simulated environment"), 4-H members learn about democracy, careers, emergency preparedness, and consumer problems, as they face them in life.



Lesson series on both commercial and educational TV channels are used to reach and teach 4-H boys and girls. Parents often watch and help too.





National 4-H Conference brings the enrichment of meeting people from different backgrounds and the integration of ideas from outstanding youth of the 50 States, Puerto Rico, and Canada.

# *WELCOME* TO NATIONAL 4-H CLUB CONGRESS

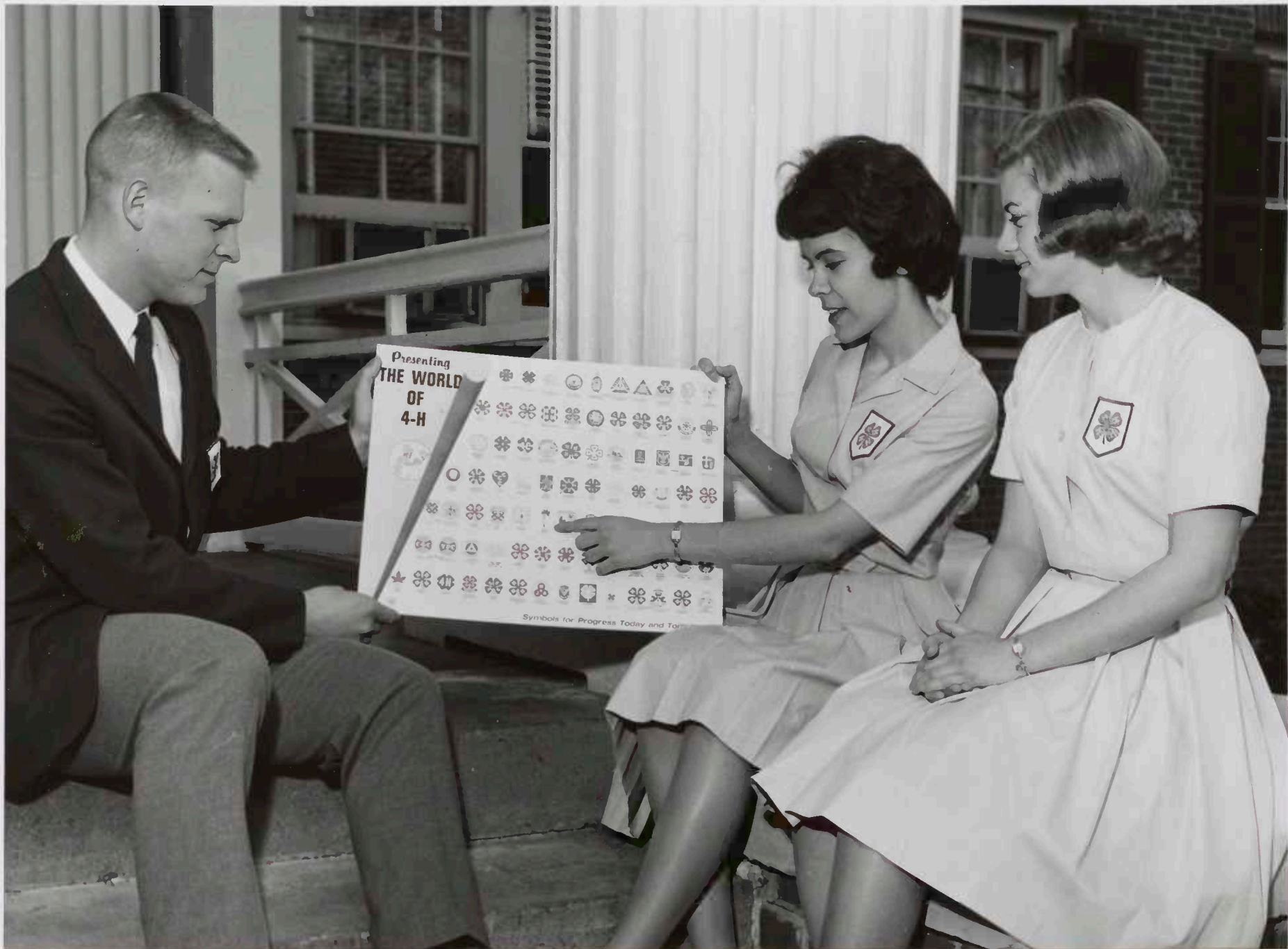


Right after Thanksgiving, State 4-H project winners gather in Chicago for the annual National 4-H Club Congress. There they share with 1,600 other energetic 4-H do-ers in a week of challenging, stimulating programs.





Joann N. Chalmers of Montana, International Farm Youth Exchange delegate, with one of her host families in Germany. During the past 18 years, nearly 4,000 youth have participated in two-way exchanges between the United States and 69 other countries.



The spirit of 4-H, of "Learn by Doing," has been adapted by nearly 80 other countries for their youth. Many nations use the familiar four-leaf clover as their emblem but may translate the head-heart-hands-health equivalent into 4-C, 5-V, or 4-K.



NATIONAL SEMINAR  
ON  
EXPANDING 4-H OPPORTUNITIES FOR RURAL DISADVANTAGED  
AND URBAN YOUTH

The urgency of providing purposeful and effective 4-H programs for segments of the American youth population not now adequately served was the challenge of a special seminar in May 1966. The seminar focused attention on the needs of unreached youth, how such youth are motivated, and innovative and effective programs and methods for reaching them.

Extension staff teams, representing 49 States, developed guidelines principles, and procedures for action programs in rural communities, small towns and in cities across the Nation.

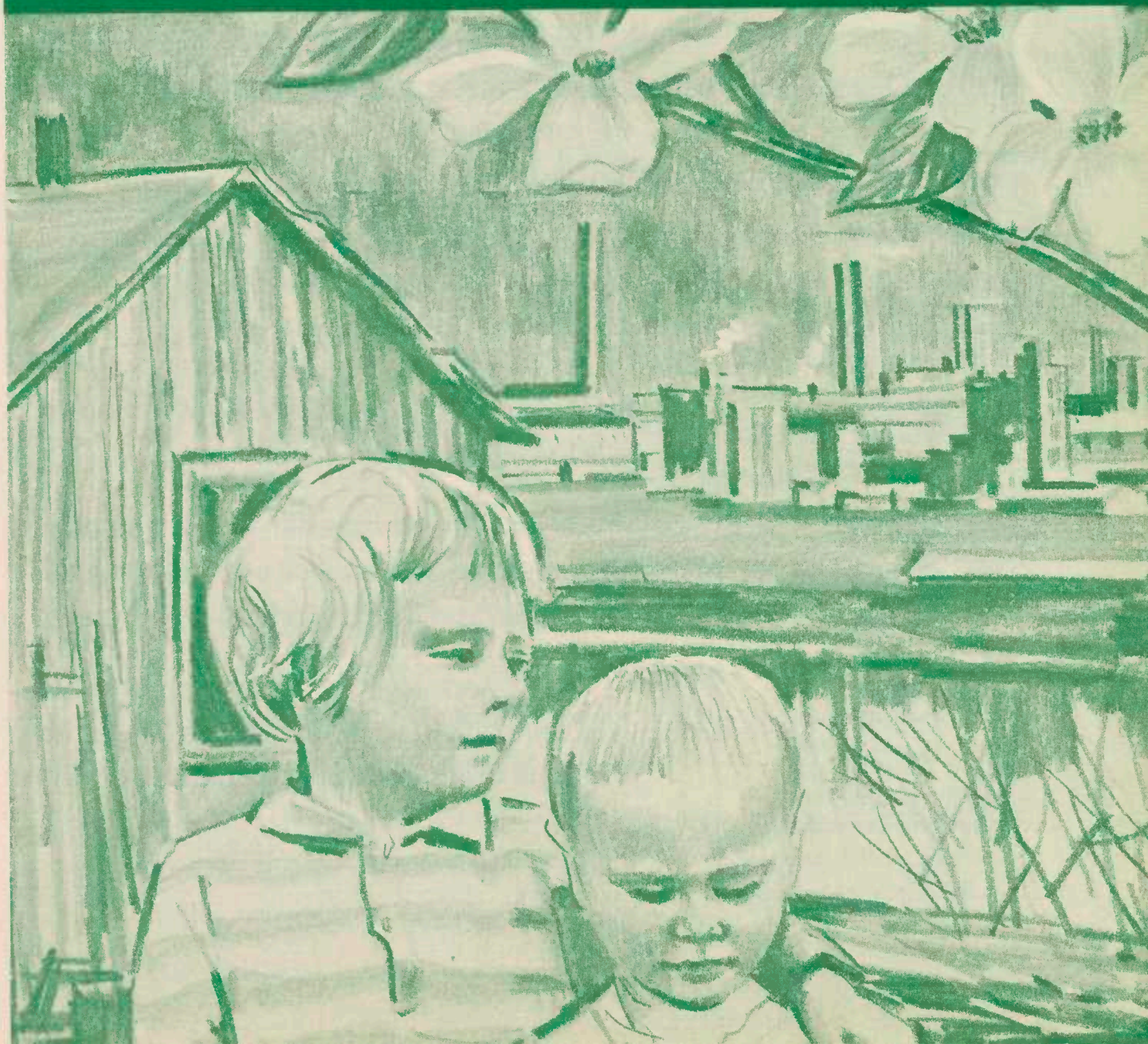


MAY 16-20, 1966 • CHICAGO, ILLINOIS

CONRAD HILTON HOTEL •

## **NATIONAL SEMINAR**

***on Expanding 4-H Opportunities for  
Rural Disadvantaged and Urban Youth***





## Planning Committee

**Dr. T. L. Walton, Jr.**

State 4-H Leader, Georgia, and member of the Extension 4-H — Youth Subcommittee - **Chairman**

**Dr. C. Dean Allen**

State 4-H Leader, Washington

**Ronald F. Aronson**

State 4-H Leader, Connecticut

**Frank Graham**

State 4-H Leader, Missouri

**Mrs. Lois W. Fish**

Assistant State 4-H Leader, New York

**Eleanor L. Wilson**

Program Leader, 4-H and Youth Development, Federal Extension Service

**C. J. Gauger**

State 4-H Leader, Iowa, and Chairman of Extension 4-H - Youth Subcommittee

**Harlan G. Copeland**

Staff Development Specialist, Federal Extension Service

**John W. Banning**

Assistant Director, 4-H and Youth Development, Federal Extension Service

**Dr. Robert J. Pitchell**

Executive Director, National University Extension Association, and former Deputy Administrator, Federal Extension Service - **Administrative Counselor.**

## Objectives

- To gain increased understanding and acceptance of the urgency for Cooperative Extension to assume increasing responsibility for providing purposeful and effective 4-H programs for segments of the American youth population not adequately served.

- To gain knowledge and understanding of the size and scope of the unreached rural and urban youth.

- To gain greater understanding of the needs of the unreached youth and how they are motivated.

- To gain increased knowledge of the social action processes and leadership among the poor.

- To gain increased competency in how 4-H programs are established with disadvantaged rural and urban youth.

- To learn of more innovative and effective programs and methods for reaching disadvantaged rural and urban youth.

- To work together in developing guidelines, principles and procedures for action programs with disadvantaged rural and urban youth.

# **NATIONAL SEMINAR**

## **on Expanding 4-H Opportunities for Rural Disadvantaged and Urban Youth**

MAY 16-20, 1966 | CONRAD HILTON HOTEL | CHICAGO, ILLINOIS

### YOUR CHALLENGE

Your Extension Committee on Organization and Policy sees a great urgency for each State Extension Service to expand their 4-H Youth programs to disadvantaged boys and girls in rural areas, small towns and in urban areas.

You are to be commended for the study of 4-H in urban areas and with 4-H in disadvantaged rural communities. Our charge to you is to build on these studies and surveys. Then design programs and service which is appropriate and which will be utilized by the unserved.

We are happy to sponsor this seminar in cooperation with the State Extension Services and the Federal Extension Service.

Our desire is that this be the beginning of a new era in 4-H education — an era when the freshness that has characterized 4-H programs of the past is maintained while expanding to youth in all socio-economic and cultural environments, and an era when we bring the total body of knowledge of the land grant university to bear on the real problems of youth.

Dr. N. P. Ralston, *Chairman*  
*Extension Committee on*  
*Organization and Policy*



# MONDAY, MAY 16

4:00 - 6:00 p.m. Registration

8:00 p.m. Opening Session — South International Ballroom

Presiding: Dr. T. L. Walton, Jr., Georgia — Chairman,  
Planning Committee.

Seminar Purposes, Plans and Arrangements.

Welcome

Keynote Address: Deton Brooks, Executive Director,  
Chicago Committee on Urban  
Opportunity.

Informal Reception

notes

8:30 a.m.

**Upper Tower Room**

Presiding: Frank Graham, Missouri

The Challenge to Cooperative Extension for Expanding 4-H Opportunities.

The National Point of View — Dr. Robert J. Pitchell, Executive Director, National University Extension Association.

The State Point of View: A State Extension Director.  
Discussion

10:00 a.m.

Break

10:30 a.m.

Deprivation in Many Dimensions — Dr. Catherine V. Richards, Special Consultant to the Chief on Youth Services, Children's Bureau, U. S. Department of Health, Education and Welfare.

Discussion

12:00 Noon

Lunch

1:30 p.m.

Meet buses for tours to observe programs in operation in Chicago.

In Charge: Dr. Carl Mees, County Extension Coordinator, Cook County Cooperative Extension Service.

7:30 p.m.

**Beverly Room (Third Floor)**

Presiding: Dr. Carl Mees

Review and Summary of What Was Seen on the Tours.

Panel: What Agency Programs Have Meant to Me —  
Youths and Parents from Chicago.

Discussion



## WEDNESDAY, MAY 18

## notes

- 8:00 a.m. Upper Tower Room  
Presiding: Mrs. Lois Fish, New York.  
Knowing, Understanding and Motivation of Disadvantaged Youth — Dr. Donald Fessler, Virginia Polytechnic Institute.
- 9:00 a.m. Discussion
- 10:00 a.m. Break
- 11:00 a.m. Community Action With the Poor — Dr. Frank Riessman,  
Department of Psychiatry, Albert Einstein College of Medicine.
- 12:00 Noon Lunch
- 1:30 p.m. Presiding: Dr. C. Dean Allen, Washington.  
Discussion with Dr. Riessman.
- 3:00 p.m. Adjourn
- 3:30 p.m. and 8:00 p.m. Optional: Review of Newest Films on Work With Disadvantaged—P.D.R. #1.

- 9:00 a.m. **International Ballroom**  
 Presiding: Ronald Aronson, Connecticut  
 Some Guidelines on Programing Out-of-School Education for Youth:  
 R. O. Monosmith, California  
 C. J. Gauger, Iowa  
 Grant A. Shrum, National 4-H Club Foundation.  
 Norman C. Mindrum, National 4-H Service Comm.  
 John W. Banning, Federal Extension Service.
- 10:15 a.m. **Break**  
 What We Have Learned From Operation Expansion—  
 V. Joseph McAuliffe, Program Leader, 4-H and Youth Development, Federal Extension Service.  
 State 4-H Leaders from Pennsylvania, Minnesota, Washington, North Carolina, Maryland and Mississippi.
- 12:00 Noon **Lunch**  
 \* \* \*
- 1:30 p.m. **International Ballroom**  
 Presiding: Lloyd Rutledge, Federal Extension Service.  
 A Study of Case Examples in Rural Areas:  
 Orange County, New York  
 David W. Dik, Cooperative Extension Specialist.  
 Lane County, Oregon  
 Wilma Heinzelman, Home & Family Educational Coordinator.
- 2:20 p.m. **Break**  
 St. Francis, White and Lonoke Counties, Arkansas  
 U. G. Word, Jr., Arkansas  
 \* \* \*
- 1:30 pm. **Boulevard Room**  
 Presiding: Russell Smith, Federal Extension Service.  
 A Study of Case Examples in Urban Areas:  
 Providence, Rhode Island  
 Leonard Anderson, Extension Service Agent.  
 Kansas City, Missouri  
 Harry Vieth, Extension Agent, Jackson County.
- 2:20 p.m. **Break**  
 Buffalo, New York  
 Mrs. Adeline Evans, Cooperative Extension Specialist.  
 \* \* \*
- 3:10 p.m. **Final Banquet — Williford Parlor**  
 Toastmaster: Mylo S. Downey, Federal Extension Service.  
 Symposium—  
 Dr. Lloyd Davis, Administrator, Federal Extension Service.  
 Dr. N. P. Ralston, Director of Extension, Michigan;  
 Chairman, Extension Committee on Organization and Policy.  
 Dr. Jack Claar, Director of Extension, Illinois.  
 Dr. Alvin A. Johnson, Director of Extension, New York.  
 Mr. Samuel Hoitt, Director of Extension, New Hampshire.



FRIDAY, MAY 20

notes

**Special Working Task Forces to Develop Guidelines, Principles and Procedures.**

- I. For Starting 4-H Educational Programs in Housing Projects and City Slums.  
Coordinator: Russell W. Smith, Program Leader,  
4-H and Youth Development, Federal Extension Service
- II. For Starting 4-H in Rural Pockets of Poverty and Rural Small Towns.  
Coordinator: Lloyd L. Rutledge, Program Leader,  
4-H and Youth Development, Federal Extension Service
- III. For Adapting Projects and Activities to Needs and Resources of Disadvantaged Youth.  
Coordinator: Edgar A. Reeves, Jr., Program Leader,  
4-H and Youth Development, Federal Extension Service
- IV. For Developing and Conducting State, District and Area Training Programs on Expanding 4-H Opportunities.  
Coordinator: Roger Lawrence, Iowa
- V. For Interpreting to Potential Enrollees and Their Parents Programs for Assisting Disadvantaged Youth, and for Interpreting Programs With Disadvantaged Youth to the General Public.  
Coordinator: Ralph Fulgham, Assistant Director of Information, Federal Extension Service.
- VI. For Reaching Special Ethnic Groups.  
Coordinators: A. S. Bacon, Assistant to the Administrator, Federal Extension Service.  
Dr. Cleo Hall, Home Economics Division, Federal Extension Service.
- VII. For Involving Youth in Community and Resource Development Programs.  
Coordinators: Dr. Bryan Phifer, Assistant Director, Resource Development and Public Affairs, Federal Extension Service.  
Robert R. Pinches, Program Leader, 4-H and Youth Development, Federal Extension Service.
- VIII. For Developing Leadership in the Disadvantaged Segment of Society.  
Coordinator: Eleanor L. Wilson, Program Leader,  
4-H and Youth Development, Federal Extension Service

## "REACHING THE UNREACHED"

One of Several Special Pilot Projects for Reaching Rural and Urban Disadvantaged Youth.

Methods, techniques, and programs for work with rural youth of low-income families, are being tested in the special project in Arkansas.

Tests include 4-H project materials and the use of paid aides.

Two years of operation have shown that --

- \* Disadvantaged youth and their parents are interested in learn-by-doing education offered by Extension.
- \* 4-H-type education can make a measurable impact in improvement on youth and their families.
- \* Indigenous leaders are available and can work effectively with low-income families.
- \* Use of paid aides is a good way to get programs moving rapidly with disadvantaged families.



# 4-H LEARNING FOR LIVING



Extension Service of the State Land-Grant College and University and the U.S. Department of Agriculture Cooperating

COURTESY OF COATS & CLARK'S THREADS AND ZIPPERS